



WPTV

ORDER

Print Date 10/16/12

Page 1 of 2

Flight Dates 10/18/12-10/21/12

Contract / Revision 314873 /

Original Date / Revision
10/16/12 10/16/12

Advertiser Bogdanoff / Republican / Se

Agency McLaughlin & Associates

Buying Contact

919 Prince Street
Alexandria, VA 22314Product
Ellyn Bogdanoff Campaign

Agency Com 15%

Billing Contact
919 Prince Street
Alexandria, VA 22314

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 604

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	10	\$6,672.50	\$7,850.00	0.00
Totals	10	\$6,672.50	\$7,850.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/21/12	10	\$6,672.50	\$7,850.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	10/18/12	10/21/12	M-F 10-11a M-F 10-11a	CM	10-11a	--- 11--	:30	2	\$475.00	P-1	0.00	NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	--- 11--		2		\$475.00		0.00					
N 2	WPTV	10/18/12	10/21/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	--- 11--	:30	2	\$425.00	P-1	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	--- 11--		2		\$425.00		0.00					
N 3	WPTV	10/18/12	10/21/12	M-F 6-630p M-F 6-630p	CM	6-630p	--- 11--	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00



WPTV

Print Date: 10/16/12

Page 2 of 2

Contract / Revision **314873** Flight Dates **10/18/12-10/21/12**

Hiatus Dates

Original Date / Revision 10/16/12/ 10/16/12

Order Sep 00:20:00

Advertiser **Bogdanoff / Republican / S** Product **Ellyn Bogdanoff Campaign** Estimate # **604**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 3	WPTV	10/18/12	10/21/12	M-F 6-630p M-F 6-630p	CM	6-630p	---11--	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---11--					2	\$1,800.00		0.00				
N 4	WPTV	10/18/12	10/21/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,075.00	FX	0.00	NM	1	\$1,075.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S					1	\$1,075.00		0.00				
N 5	WPTV	10/18/12	10/21/12	SU 10-11am To the Point SU 10-11am To the Point	CM	10-11am	-----S	:30	1	\$425.00	FX	0.00	NM	1	\$425.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S					1	\$425.00		0.00				
N 6	WPTV	10/18/12	10/21/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S					1	\$850.00		0.00				
N 7	WPTV	10/18/12	10/21/12	SU 5-6am News SU 5-6am News	CM	5-6a	-----S	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S					1	\$100.00		0.00				
														Totals	10	\$7,850.00